

Shop Information

Area Code +81-561

Pottery & Glass

- Gekkousou-Hitotsuboshi** 10:00~17:00 ☎ 58-1723
- Maruto UEMURA Store** 9:00~17:00 ☎ 82-5994
- Maruhachi Ceramics Works** 8:00~17:00 ☎ 21-6173
- Morimoto Tōen** 10:00~17:00 ☎ 21-6461
- Maruichi Kokubu Store** 9:00~18:00 ☎ 82-2055
- Yamaso Ceramics** 9:00~18:00 ☎ 82-5778
- Nukumori no Utsuwa Wattu** 12:00~17:00 ☎ 85-1222
- Kanechu Ceramics** 9:00~18:00 ☎ 82-5359
- Seto Akari Studio** 10:00~12:00 / 13:00~15:00 ☎ 82-2987
- Pottery Shop Sakae** 10:30~16:00 ☎ 82-2376
- Gallery Moyu** 11:00~17:00 ☎ 85-8100
- Crafts Shop [An]** 10:30~19:00 ☎ 82-3591
- Glass Studio BALT** 10:00~17:00 ☎ 42-6604
- TUNAGUYA SETORe** 11:00~17:00 ☎ 57-9470
- CONERU nendo shop&space** 10:00~17:00 ☎ 57-1654
- SETO-GURA Ceramic Plaza** 10:00~17:30 ☎ 89-5758
- Marugama Ceramics Works** 9:00~18:00 ☎ 82-2481
- Atelier Kanon** 10:00~17:00 ☎ 58-7804
- Ceramics Shop KAMERIA** 11:00~17:00 ☎ 82-9011
- Maruiwa Ceramics Works** 9:00~18:00 ☎ 82-4514
- Pottery Class Marco** ☎ 090-1233-8329

- Ceramics Making** Activities Basic Materials
- Gallery Taiyoh** 11:00~17:00 ☎ 84-8588
- STUDIO 894** 10:00~17:00 ☎ 84-0894
- Maneki-Neko Museum** 10:00~17:00 ☎ 21-0345
- Omodakaya** 10:00~17:00 ☎ 87-1700
- Gallery NOZU** 11:00~17:00 ☎ 82-1873
- Oshima Fire-proofing Co., Ltd.** 9:00~17:00 ☎ 82-5046
- Seto Mizuno Store** 9:00~17:00 ☎ 21-8201
- Sensui maeda soko** 9:00~17:00 ☎ 84-9952
- Novelty Gallery Piaf** 11:00~18:30 ☎ 97-0123
- Yaohan Ceramics** 9:00~17:00 ☎ 21-7780
- SOUZUYEN** 10:00~15:00 ☎ 82-6428
- Ichirizuka Hongyo Kiln** 9:00~16:00 ☎ 82-4022
- Pottery Studio Tosui** 10:00~17:00 ☎ 84-2624
- Koshoen Porcelain** 9:00~17:00 ☎ 84-1881
- Gozan Rakuyoubou Pottery Studio** 10:00~16:00 ☎ 82-2022
- antonovarariko** Pottery workshop bookings via Instagram DM
- Airyusha Co.,Ltd.** 8:20~17:20 ☎ 82-3185
- Seto(Hora)Hongyo Kiln** 10:00~16:30 ☎ 21-3773
- Seto Mingei Pottery Museum** 10:00~16:30 ☎ 21-3773
- Mizuno Noriwo Ceramics Art Studio** 10:00~17:00 ☎ 84-4150
- TOHCA** 10:00~17:00 ☎ 21-3857

- Isshou** 11:00~19:00 ☎ 080-6908-1400
- Shibata** 11:30~13:30 / 17:00~21:30 ☎ 87-0665
- CHARADE** 7:00~16:00 ☎ 82-4872
- Misenkan** 11:00~14:00 / 17:00~23:00 ☎ 88-1318
- G.Crepe** 11:00~19:00 ☎ 82-8770
- cookie&cafe UZU** 11:00~19:00 ☎ 56-8373
- Cafe Smile** 7:30~17:00 ☎ 87-3587
- Asaka** 17:00~23:00 ☎ 83-7543
- KUMA BURGER** 11:00~L.O.13:30 ☎ 090-4275-7350
- Tenguya** 17:00~21:30 ☎ 82-0001
- Old House Kume-tei** 11:00~17:30 ☎ 84-5396
- Natur Büfé** 8:30~18:00 ☎ 070-1078-0781
- Plaza Setokko** 10:00~16:00 ☎ 65-3922
- misokatsu Sakae** 11:00~19:00 ☎ 82-3613
- Kawamuraya Gaei** 8:30~17:00 ☎ 84-2221
- Cafe Andante** 10:00~17:00 ☎ 56-7321
- SETO-GURA Cafe Hanagoyomi** 7:30~22:00 ☎ 59-8680
- Vousho Coffee Factory** 13:00~18:00 ☎ 070-5258-1958
- Panda-ya SetoYakisoba** 11:00~13:30 ☎ 070-2187-2909
- Cats Cafe Nya-nya-nya** 11:00~L.O.18:30 ☎ 070-5335-2528
- Sian** 11:00~L.O.14:00 / 18:00~L.O.20:30 ☎ 82-3051
- Hormone Torishizu** 10:00~19:00 ☎ 82-6550
- Masudamochi** 9:30~18:00 ☎ 82-3034
- Ohayo Meat Shop** 11:00~18:00 ☎ 82-4302

- Ochahiko** 9:30~19:00 ☎ 82-4207
- Kama no hiroba** 10:00~16:00 ☎ 84-7110
- Cafe&Guesthouse Moyaiya** 9:00~L.O.14:30 / 18:00~L.O.21:00 ☎ 42-4660
- Tairi** 9:00~16:00 ☎ 82-2304
- Maruko** 11:00~19:00 ☎ 82-3815
- Daifukuya** 11:00~13:30 ☎ 84-3894
- Tsuki ni tsubura** 11:30~21:00 ☎ 82-7504
- Sausalito** 10:00~18:00 ☎ 82-0584
- Ramen Shop Marushi** 11:00~14:00 / 17:00~21:00 ☎ 84-1904
- Seto Coffee** 10:00~19:00 ☎ 090-7674-1050
- the roof** 11:30~16:00 ☎ 070-7785-7894
- Azumaken** 9:00~19:00 ☎ 82-3825
- MUMU SOBA** 11:00~14:00 / Alcohol 11:00~17:00 ☎ 82-2406
- meguru diverse dining** 11:00~17:00 ☎ 070-4694-1607
- NISSAN** 8:30~16:00 L.O.15:30 ☎ 82-4426
- Soybean Flour at Yohaku** 11:00~16:00 ☎ 78-1711
- Kiseto** 11:00~14:00 / 18:00~L.O.22:00 ☎ 21-1239
- Kadomitsu** 11:00~20:00 ☎ 82-2539
- Soybean Flour @ Kamayoko** 11:00~16:00 ☎ 78-1711
- cafe ho** 11:00~17:00 ☎ 78-6556

- Others**
- Seto SOLAN Primary and Secondary School** ☎ 56-2345
- Maruse Taxi** ☎ 0120-70-3745
- Wafudo** 10:00~18:00 ☎ 89-7337
- APITA Seto Branch** 9:00~21:00 ☎ 0570-039178
- Mira beauty salon** 10:00~20:00 ☎ 65-3775
- Yamada Flower Shop** 10:00~16:00 ☎ 21-4187
- Tokai Tokyo Securities Co., Ltd.** ☎ 052-508-5441
- Hotel ROUTE-INN Owari-setokimae** ☎ 89-2720
- Nihondo** 10:00~18:00 ☎ 84-3380
- Shunkodo Book Store** 10:00~17:00 ☎ 82-3592
- Yamauchi Clock Store** 10:00~17:00 ☎ 82-4822
- Hasikadoya** 10:00~18:00 ☎ 82-2501
- Cher-Loock** 10:00~17:00 ☎ 82-2314
- Amélie/B.F.F.** 10:30~17:00 ☎ 82-2314
- watarikoubou** 11:00~17:00 ☎ 82-2314
- Seto Eisen Church** 9:00~17:00 ☎ 82-2314
- Bookshop Hitoshizuku** 10:00~16:30 ☎ 050-8881-5196
- Building Yohaku** ☎ 76-6645
- Yorozuya Seitai** 9:00~21:00 ☎ 76-6645
- Hosenji Temple** 9:00~15:00 ☎ 82-2316

Seto City Tourism Association

1-1 Kurasho-cho, Seto-shi, Aichi-ken 489-0813
TEL 85-2730 FAX 97-1557

Web Instagram LINE STICKER "Seto-chan" Publication:Mar.2026

A trip to discover the charms of Seto - City of Japanese Heritage

Places of Interest visit course

Houra-machi and Kamagaki-no-komichi course

A Hosenji Temple
The temple was established about 770 years ago. It has a Ryuguzukuri style gate, hand-made ceiling paintings inside the main hall produced by a painter, and a ceramic 16 arhat porcelain statues (designated as a cultural property by the city).

B Kamagaki-no-komichi
Tools that were used when firing pottery, such as tsukutsu(shelf support) and engoro (saggar) are embedded in the walking path.

C Kamagaki-no-komichi Museum・Gallery
The house is about 130 years old. There is a display of a bathroom and a toilet room installed with Hongyo tiles, and ceramics such as Umanome (horse eye pattern) plates. The gallery will be open along with the exhibition.

Ceramic history course

I Kamagami Shrine
Tamikichi Kato, the founder of porcelain who gave Seto the technique of porcelain, is enshrined here.

II Houunji Temple
(Ceramic bell)
During World War II, this ceramic bell was produced as a substitute bell, (designated as a cultural property by the city)

III Fukagawa Shrine Suehiko Shrine
Fukagawa Shrine has stood for more than 1,200 years. In the treasure house, a pair of guardian dogs (nationally designated important cultural property) allegedly made by Toshio, the founder of ceramics, are kept. Admission to the Treasures house costs ¥200.

IV Touse-Park
(Hexagonal ceramic monument)
The 4.1 meter tall hexagonal ceramic monument honors the achievements of ceramics founder Toshio. (designated as a cultural property by the city)

Introduction of tourism-related facilities ~ Experience the culture and art of Seto! ~

SETO-GURA
SETO-GURA is designed as a base to function as industrial tourism center, but also has a museum to learn everything about ceramics a pottery shop and a restaurant.

SETO-GURA Ceramic Plaza
This is an antenna shop run by the Pottery Association. In addition to a wide variety of pottery, it displays and sells seasonal items such as beckoning cats, zodiac figurines, and Hina dolls.

SETO-GURA Cafe Hanagoyomi
The Japanese-style cafe offers a wide variety of dining options, ranging from morning with the very popular breakfast, to lunch and evening cafe.

SETO-GURA Museum
You can enjoy the recreated 20th-century townscape of Seto and the thousand-year history of Seto ware.

Seto City Art Museum
It holds special exhibitions of not only ceramics but also paintings, sculptures, and other works of art in general.

Pottery is displayed everywhere throughout the town

FUKUNeko (Beckoning cat)
A cute maneki-neko (beckoning cat) designed by artist Atsuko Nishida is hidden in 29 places in the city.

Guiding Signs
Showcases for guide signs at six locations in the city display artwork according to the season or event.

Ceramic Parapets & Walls
"AZUMA Bridge" of "Nezumishino" with flowers and grasses painted on it.
"SETO Bridge" on a light green "Onbe" ceramic board.
"MIYAWAKI Bridge" with a ceramic panel of "Kiseto" decorated with the twelve signs of the Chinese zodiac.
"MIYAWAKI Bridge" depicting an Edo period potter in underglaze blue.
"KOEN Bridge" with an openwork ceramic plate decorated with a novelty sparrow.

Seto Tourist Information Center

Seto Novelty Children's Creative Center (Novelty Museum)
There, visitors can learn about the "Seto Novelty" technique, and experience its production. Also you can view a wide variety of novelties at "Novelty Museum".

Seto Ceramics and Glass Art Center
Exhibition of works under the theme of ceramics and glass. You can drink coffee and other beverages with a cup you select at a coffee shop.

Seto Blue and White Ceramics Center
Visitors can observe trainees at work and learn about the history and charm of Seto Sometsuke through the display of masterpieces. If you make a reservation, you can try Seto Sometsuke experience (painting).

Setomachi Tsukurite Center
This is a support and exchange center facility for people working in creative industries such as ceramic glass, carpentry, and handicraft. Workshops and hold irregular temporary exhibits are also held.

Seto Tourist Information Center
Your first stop when visiting Seto!
Call into the Tourist Information Center when you arrive in Seto to find out about sightseeing spots, shopping, and events. You can also buy "Setomono" ceramics and local souvenirs here.

Events
April ●Seto Touse Festival
September ●Setomono Festival ●KURUFUKU Manekineko Festival in Seto
November ●Seto Pottery Studio Fair and Market
February to March ●The Seto City Hina Dolls Tour